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MJ Berry, G Linoff - 1997 - John Wiley & Sons, Inc. New York, NY, USA Cited by 873 - Related Articles - Web Search

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#### Application of data mining tools to hotel data mart on the Intranet for database marketing

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... extensively for our analysis. We then propose a new **marketing** strategy that

fully utilizes the knowledge resulting from data mining. ...

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**Data Mining**: An Overview from Database Perspective Ming-Syan Chen ... processed **data** into useful information and knowledge. Consequently, **data mining** has become a ...

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H Liu. H Motoda - 1998 - books.google.com

... John is the **Data Mining** Guru at Epiphany **Marketing** Software, where he is developing

#### third-generation data mining technology and applica- tions for marketing. ...

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AG Büchner, MD Mulvenna - ACM SIGMOD Record, 1998 - portal.acm.org

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Key authors: F Jensen - U Fayyad - M Chen - P Yu - M Berry

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